

8-1-2010

# Effective use of personalized communication to influence the 18- to 25-year-old demographic to buy products and services

Suyog Pradhan

Follow this and additional works at: <http://scholarworks.rit.edu/theses>

---

## Recommended Citation

Pradhan, Suyog, "Effective use of personalized communication to influence the 18- to 25-year-old demographic to buy products and services" (2010). Thesis. Rochester Institute of Technology. Accessed from

This Thesis is brought to you for free and open access by the Thesis/Dissertation Collections at RIT Scholar Works. It has been accepted for inclusion in Theses by an authorized administrator of RIT Scholar Works. For more information, please contact [ritscholarworks@rit.edu](mailto:ritscholarworks@rit.edu).

**Effective use of personalized communication to influence the  
18- to 25-year-old demographic to buy products and services**

By Suyog Pradhan

Thesis submitted in partial fulfillment of the requirements  
for the degree of Master of Science  
in the School of Print Media  
in the College of Imaging Arts and Sciences  
of the Rochester Institute of Technology

August 2010

Primary Thesis Advisor: Dr. Twyla Cummings  
Secondary Thesis Advisor: Dr. Patricia Sorce

School of Print Media  
Rochester Institute of Technology  
Rochester, New York

Certificate of Approval

Effective use of personalized communication to influence the  
18- to 25-year-old demographic to buy products and services

This is to certify that the Master's Thesis of

Suyog Pradhan

has been approved by the Thesis Committee as satisfactory  
for the thesis requirement for the Master of Science degree  
at the convocation of  
August 2010

Thesis Committee:

---

Primary Thesis Advisor

---

Secondary Thesis Advisor

---

Graduate Thesis Coordinator

---

Chair, School of Print Media

## **ACKNOWLEDGMENTS**

Working on this research paper as a Master's Thesis at Rochester Institute of Technology has been an interesting, challenging, and great valuable learning experience for me. In this research I would like to recognize and thank my primary thesis advisor Dr. Twyla Cummings for her dedicated support, guidance, and encouragement. I would also like to thank Dr. Patricia Sorce for her guidance for my research.

I would also like to offer sincere gratitude to Professor Howard Vogl, Dr. Scott Williams and the faculty members at RIT for helping me conduct my survey. I am also thankful for the School of Print Media for funding my research.

Finally, I would like to thank my family and friends for their encouragement and support.



## TABLE OF CONTENTS

List of Tables .....	vi
List of Figures .....	viii
Abstract.....	ix
Chapter 1: Introduction and Statement of the Problem .....	1
Reason for Interest in the Study .....	2
Chapter 2: Literature Review .....	4
Overview of Personalized Communication .....	4
Response Rate .....	6
Targeted Groups Response .....	9
Defining and Understanding Generation Y.....	11
Summary .....	15
Chapter 3: Research Questions.....	16
Chapter 4: Methodology .....	17
Survey Design .....	17
Sample Population .....	19
Data Collection .....	19
Survey Data Analysis Method .....	21
Limitation of the study.....	21
Discarded Responses.....	22
Sampling Error .....	22
Chapter 5: Results .....	23

Question I.....	26
Question II.....	29
Question III.....	30
Other Findings.....	40
<b>Chapter 6: Implications and Recommendations.....</b>	<b>44</b>
Summary .....	47
Implications .....	48
Recommendations .....	48
Agenda for Further Research.....	49
<b>Bibliography .....</b>	<b>51</b>
<b>References.....</b>	<b>53</b>
<b>Appendix I.....</b>	<b>54</b>
<b>Appendix II.....</b>	<b>59</b>
<b>Appendix III.....</b>	<b>60</b>
<b>Appendix IV .....</b>	<b>61</b>
<b>Appendix V .....</b>	<b>62</b>
<b>Appendix VI .....</b>	<b>63</b>
<b>Appendix VII .....</b>	<b>64</b>

## List of Tables

Table 5.1 Male and female frequency and percentage.....	23
Table 5.2 Frequency and percentage of participants between 18 and 25 .....	24
Table 5.3 Frequency and percentage of participants from different colleges at the Rochester Institute of Technology .....	25
Table 5.4 Frequency and percentage of participants who received personalized communication.....	26
Table 5.5 Frequency and percentage of participants who received personalized communication based on gender and personal preferences .....	27
Table 5.6 Percentage of participants receiving personalized communication from companies selling or promoting their products and services in various media .....	29
Table 5.7 Percentage of participants preferring to receive personalized communication from companies selling or promoting their products and services in various media .....	30
Table 5.8 Frequency and percentage from participants on how much they like receiving personalized recommendations from companies they patronize .	31
Table 5.9 Frequency and percentage of responses from participants as to why they like companies that they patronize recommending products and services based on their personal information .....	32
Table 5.10 Frequency and percentage of responses from participants as to why they don't like companies that they patronize recommending products and services based on their personal information .....	33
Table 5.11 Frequency and percentage from participants on how much they like receiving personalized recommendations from companies they don't patronize .....	34
Table 5.12 Frequency and percentage of responses from participants as to why they like companies they don't patronize recommending products and services based on their personal information .....	36

Table 5.13 Frequency and percentage of responses from participants as to why they don't like companies they don't patronize recommending products and services based on their personal information .....	36
Table 5.14 Frequency and percentage of participants who like receiving personalized communications on transpromotional statements .....	37
Table 5.15 Frequency and percentage of responses from participants as to why they don't like companies using personal information to promote products and services on transpromotional statements .....	39
Table 5.16 Correlation between media frequency and media preference between 18- and 25-year-olds.....	41
Table 5.17 Comparisons between media frequency and media preference.....	42
Table 5.18 Frequency and percentage of participants who respond to companies promoting their products and services on social networking sites .....	43

## **List of Figures**

Fig 2.1 Typical Response Rate, Static, and Personalized Campaigns .....	8
Fig 2.2 Personalized Direct Mail Campaign (source <a href="http://www.podi.org">www.podi.org</a> ).....	10
Fig 5.1 Preference between companies research participants patronize and don't patronize for recommending personalized communication .....	35

## **Abstract**

Today the printing industry is no longer an industry comprised of companies that just put ink on paper. Many printing companies are restructuring themselves as marketing service providers. Digital technology has leveraged the industry to utilize cross-media solutions to deliver messages to various targeted audiences. Although personalization is not something new, personalization is one of the growing trends in the printing industry. Effective use of personalized communication has helped get better response in marketing campaigns as compared to a static communication piece (Gorelick, 2010).

Companies have used personalized communication to deliver specific messages to their target audiences, yet no significant studies have been done to understand the factors (if any) that influence the 18- to 25-year-old demographic. This study investigates how this demographic group responds to personalized communication and the factors, if any, that influence their decision process in buying products or services from different companies.

The results for this research are based on an eleven question survey that was conducted at Rochester Institute of Technology, Rochester, New York. There were 143 participants of age 18-to 25 that participated in the survey. The data from the survey indicated that 62.2% of the 18- to 25-year-olds are receiving personalized messages from companies with basic name and address personalization, but only 31.5% of the participants are receiving personalized

messages based on their gender, personal preferences and others. 73.7% of the participants also reported that they received personalized emails more frequently and 54.1% of the participants preferred email as medium of personal communication from companies promoting or selling their products or services. 47.6% of the 18-to 25 year old demographic liked companies they patronize sending them personalized communication information where only 11.2% of this demographic liked receiving personalized communication from companies they don't patronize. 78.3% of the participants did not like receiving personalized communication on their financial statements.

The results from this study indicate that the 18- to 25 year old demographic are interested in receiving personalized communication from companies they patronize but not from companies they don't patronize, also this demographic do not like personalized communication information on their financial statements from companies promoting or selling their products or services to them. The data also indicates that their preference in receiving personalized communication from a medium increases as they receive information more frequently through that particular medium.

## **Chapter 1**

### **Introduction and Statement of the Problem**

For years the printing industry has been built on ink and paper services. Now the industry is seeing significant changes in the services it provides to its clients. The industry is growing in digital and market services. Thus more printing companies are redefining themselves as digital and marketing service providers.

One of the current growing trends in the industry is personalization. Although personalization isn't new to the printing industry, recent developments in digital technology have helped the industry reach new heights in personalized forms of communication. A number of studies have shown that people respond more readily to personalized forms of communication (print or electronic) as compared to non-personalized forms (Caslon & Company, 2008).

However, there has not been any significant research or study done to identify what factors, if any, are contained in personalized forms of communication that influence the 18- to 25-year-olds to buy products or services. Understanding this generation, how they behave, and how they like to be approached, can help the product and service industry to more effectively target these new market shareholders and sell their products and services to them.



This research sought to identify how this young demographic likes to receive personalized communication, how they respond to a personalized form of communication, and what factors in the personalized communication influence them. The outcome of this research can help the printing industry identify a new or better approach to help their clients target the younger demographic more effectively and sell and promote their products or services to them.

### **Reason for Interest in the Study**

The Generation Y segment of the population grew up in an era with Internet and digital technology. They find it easy to filter marketing messages from advertisers who are trying to sell their products and services. In this growing trend of becoming marketing service providers, the printing industry is continuously facing challenges helping their clients target these young adults more effectively. These young generation adults, who are swiftly making a greater presence in the market today, have different mindsets and perspectives compared to their parents. It is important to understand how these young adults perceive personalized communication in terms of selling services and products, such that the industry can effectively target this younger generation, and help its clients succeed (Greene, 2008).

The number of classes the researcher took during his program of study gave the researcher understanding of various digital technologies. Conferences and presentations in which the researcher participated have led him to feel that

industry has been doing personalized communication for a number of years, yet the personalized communication (with more data and graphics), whether it be print or electronic, have not been utilized targeting the younger demographic. The researcher felt that the industry would benefit, and realize different techniques for captivating the new generation with its products and services.

Through personal experience, the researcher also feels that the current personalization techniques marketers are using are not very effective or appealing; hence the researcher wanted to investigate the effective use of personalization and how the younger demographic responds to such factors.

## **Chapter 2**

### **Literature Review**

In this media-fragmented world there are number of media choice options available to advertisers, marketers, and companies. For many years companies have been using many different media outlets, such as television, radio, billboard, magazine, newspaper, and others, to target mass audiences. However, according to Molly W. Joss, in her article in graphics art monthly in 2000 many companies realized a low return on investment with the rising cost in producing mass marketing products and advertisements. Some marketers are using a different marketing technique: “instead of aiming to increase market share (share of market), companies tried to build customer share (share of customer)” (Joss, 2000). One-to-one marketing, which involves personalized communication, has shown some promises in getting the message out to the target audience more effectively.

### **Overview of Personalized Communication**

InfoTrends, a graphic media consulting firm, defines the term personalized communication as an “offer based on stored preferences, needs, or potential value of a customer” (Sorce, 2006). Marketing firms and companies use personalized communication to target their products or services to specific

people based on their descriptive and behavioral information. Unlike mass marketing, where one core message is distributed among all recipients in that particular campaign, with or without basic information such as name and address, personalized communication involves the use of variable text, variable pictures, and variable messages depending upon the targeted person and the product.

Based on Broudy and Romano's research in "Personalized and Database Printing", in 1999, personalized communication depended upon three elements

- Text
- Data
- Image

These elements can either be used as a single variable or combined to produce a rich and complex personalized piece of information. "Based on data from direct response experts the addition of any one of these items will increase chances of sales. Adding more will increase the chance even more" (Broudy, Romano, 1999, Personalized and Database printing). According to Hakan Akbas (2007), adding recipients' names to a direct marketing piece increases the response rate up to 40 percent, but the transactional data and personal customer information can increase the response rate by over 500 percent.

## **Response Rate**

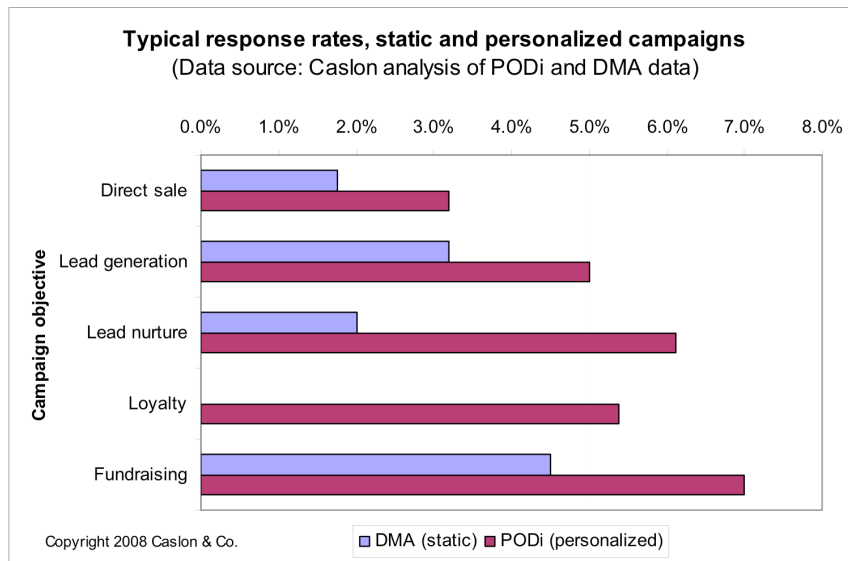
Response rate is the number of people who respond to an offer based on a group of people that have been targeted with a product or service. In direct marketing response rate is often used to evaluate the effectiveness of the marketing campaign. One of the earliest studies done in 1999 by David Broudy and Frank Romano, testing the response rate of a personalized direct mail piece against a non-personalized piece. The study tested nine different levels for static, personalization, color, black and white, coupons and other factors. There were a total of 144,000 mailing pieces—4,000 pieces in each mailing. The study was categorized in two levels, business-to-business and business-to-consumer. The research outcome showed a higher increase in response rate for a personalized piece versus a non-personalized piece (Broudy & Romano, 1999, p. 16). The following data are the results of the study:

- Adding a name only to the piece – a basic level of personalization increased the response rate by 44% over static, black and white mailing.
- Adding a name only and full color increased response rate by 135% over static, black and white mailing.
- Applying database information in constructing the offer and the piece increased response rates by over 500% over static and black and white mailing.

- Adding a discount coupon to the mailing with database information construction and full color increased the response rate by 1425.68% over static mail with black white and a discount coupon.

In a research study conducted to test the effect of personalization on mail survey response rate, Dillman (2007) states that “certain types of personalization do or do not influence response rate to mail surveys and whether that influence varies by nature of the population, i.e., general populations in which group identity exists”. The result of the study showed that the personalization modestly increases response rate (in the survey it was reported to be an average of 6 percent) even when other incentives are used to influence the response (Dillman, Lesser, Mason, Carlson, Willits, Robertson, & Burke, 2007). Also, the study suggested a stronger response rate from rural counties; however, specific population salutations used as group identifiers yielded a slightly higher response compared to personalization with an individual name.

In another study compiled by Caslon & Company (2008) the response rate for a personalized campaign varied based on the campaign objective. Figure 2.1 highlights the response rate for the five different categories (direct sale, lead generation, lead nurture, loyalty, and fundraising) based on personalization and static content.



*Fig 2.1 Typical Response Rate, Static, and Personalized Campaigns*

A survey conducted among UK consumers by SDL Tridion, showed that the “consumers no longer see personalization as a threat to their personal privacy, but as a way of deriving convenience and saving time, as well as money” (Knight,2009). The survey also reported the following findings:

- 51% of Internet users reported that a vendor loyalty program would drive the shopper to shop online with vendors offering such a program.
- 47% of Internet users reported that they would like to receive updates on products or services that cater to their specific preferences.
- 66% of Internet users reported that they expect to view content specific to their interests.

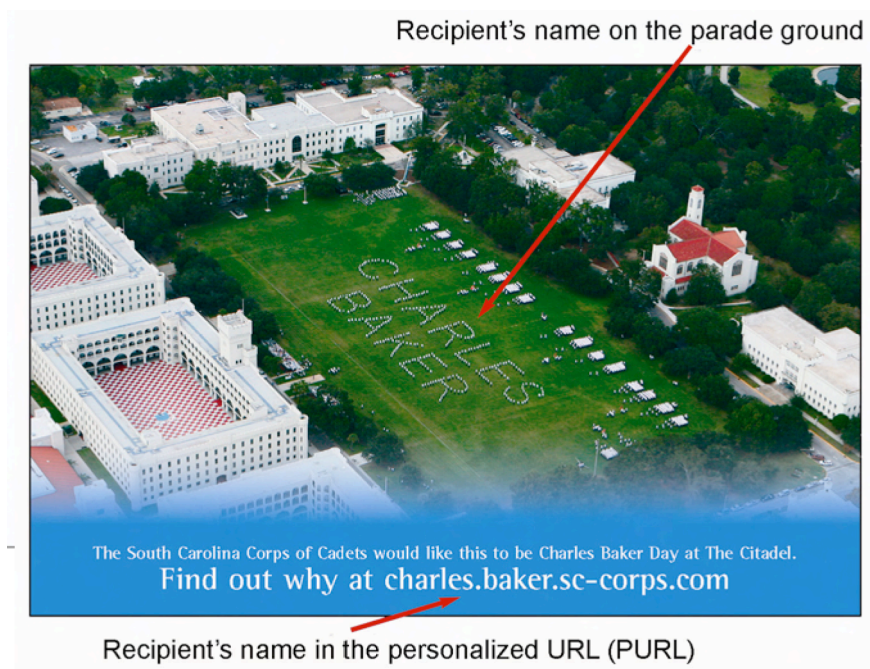
Personalized communications not only increase response rates, they also establish stronger customer relationships and open doors for further

communications. “For example, 30-40 percent of all customer attrition is related to life stage events. By sending event-triggered communications, financial services organizations can leverage these changes in customers’ lives” (Akbas, 2007).

### **Targeted Groups Response**

In 2009 PODi Digital Print Case studies, Citadel, a small liberal arts military college in Charleston, South Carolina, increased their organization membership through a personalized cross-media marketing strategy. Their campaign targeted their alumni to become members of the organization. The campaign total response rate was 22.75%, an increase of 12% from the previous static campaigns. The campaign used personalized images of the recipient’s name. The name of each recipient was digitally spelled out by the Corps on the parade ground (see figure 2.2), along with a relevant message, personalized landing pages, and e-mails, which made it easy for recipients to join the organization. The overall campaign was successful, resulting in an increase in membership numbers for the institution.





*Fig 2.2 Personalized Direct Mail Campaign (source [www.podi.org](http://www.podi.org))*

In another marketing campaign to attract and retain their loyal customers, Barona Resort and Casino utilized the personalized direct mail campaign to reach their loyal customers with relevant and personalized messages, increase their response rate, enhance the customer relationship, and deliver services in a very personalized manner, motivating the customer to use their services. Their campaign resulted an incremental revenue generation of 1.2 million dollars; and 55% of the loyal customers who received direct mailing pieces with new game recommendations actually tried the new games because of the personalized direct mail campaign. Moreover, one in seven people who visited Barona Resort and Casino carried their personalized direct mail coupons with them when they visited the casino (Teletime Video Productions).

Studies have shown that when personalized, relevant messages are targeted to relevant groups, the effectiveness of the personalized message increases significantly. Generation Y is one of the biggest and currently growing target audiences, for various companies and markets to promote or sell their products or services.

### **Defining and Understanding Generation Y**

According to Marianne Wilson (2005), Generation Y, also referred to as “millennials,” are teens and “20-somethings” born between 1982 and 2000 (upon which most demographers agree). They grew up with Internet and digital technology; and they never knew an Internet-free world. They spend most of the time surfing online, texting, and doing multiple activities simultaneously. This generation is well versed in technology and is constantly working and adapting to newer technologies. A 2005 Kaiser Foundation study showed that 26% percent of the time Millennials interact with media using more than one medium at a time, spend 6.5 hours per day communicating, and also manage to clock 8.3 hours worth of media exposure (Sujamsky, 2009). “They regard the Internet as a research destination where they can ferret out information on companies that catch their interest” (Sujamsky, 2009). They also use social networking sites such as LinkedIn, Facebook, Twitter, and MySpace to get a better perspective and in-depth view of the company they are searching for (Sujamsky, 2009).

Generation Y “grew up immersed in all sorts of media, like print, radio, television, and Internet—so they are understandably skeptical about the authenticity of the commercial message” (Sujamsky, 2009). According to Sujamsky (2009), the average person in this generation is bombarded with more than 3000 advertising messages per day, compared to the baby boomers who only deal with merely 560 messages a day. This has taught the millennials to easily filter out marketing messages that are too slick, too neatly packaged, or too good to be true. According to Chicago-based research firm TRU, there are approximately 74 million 12- to 29-year-olds in United States, and collectively they spent about \$733 billion in 2008 (Levy, 2009). Compared to the baby boomer generation, this number is larger, and millennials are quickly taking up a larger market share as the baby boomers retire and decline in number. Millennials present significant opportunities for various businesses, but they are equally challenging and difficult to attract towards any product or service.

In the early 1990s, when advertisers started targeting millennials with snappy slogans combined with attractive visuals, as they had been doing with the previous generation, they quickly realized that this new generation was simply not interested in the old marketing campaign techniques (Sujamsky, 2009). According to Sujamsky (2009) in a Business Week article, Levi’s, an iconic brand, “discovered that the millennial generation is somewhat resistant to high-profile marketing campaigns.” The company had to reinvent itself and its product lines with designs more appealing to the younger generation. They also

concentrated their efforts on more web-based marketing tools and greater use of teenager focus groups to track trends (Sujamsky, 2009).

In 1999, Nike, another iconic brand, also found that Generation Y is different from the previous generation. Its national ad with its emphasis on image and celebrity, that had helped them build their brand with the baby boomer generation, backfired with Gen Y. The celebrity endorsement with the brand did not signify any appeal or interest to the new generation. Also in 1999 some negative press on their inhumane overseas labor practices and Olympic snowboard sponsorship led to some losses in their appeal to the younger generation (Neuborne, 1999).

According to research conducted by Harris Interactive Group, Rochester, NY, Generation Y consumers are:

- More optimistic economically than the previous generation because they've grown up in prosperous times
- Not easily swayed by advertisements and creative marketing tactics
- Sophisticated, with high brand awareness
- Comfortable receiving fragmented media messages from multiple avenues (Featherstone, 2007)

## Marketing Techniques for attracting Generation Y

In the past some marketing companies have been more successful than others in reaching out to Generation Y with subtler and more local marketing campaigns (Neuborne, 1999). Mountain Dew, a division of Pepsi, connected with the younger demographic by handing out samples of their brand at surfing, skateboard, and snowboard tournaments. This gave the brand and the company a hip and cool factor among the Generation Y demographic (Horovitz, 2002). Others that have been successful in attracting Generation Y have placed themselves in places where this group of people hang out, giving them a positive association with the brand (Horovitz, 2002).

Due to the different technologies that have surrounded Generation Y, it is difficult to reach them with commercial, branding, and advertisement messages. Yet Generation Y loves direct snail mail with compelling coupons and billboards with attractive designs (Gronbach, 2008).

According to Morgan Stewart (2009), in his 2009 Channel Preference Study, counting consumer relationship marketing in a multi-channel environment, 60% of the consumers surveyed for the study responded that they preferred e-mail from companies promoting their products and services with which they already had a relationship, 32% preferred a direct mail piece, 2% preferred telephone, 2% preferred Short Message Service (SMS), 3% preferred messages on social networking sites, and only 1% preferred messages on Instant

Messaging (IM). For companies with whom there were no previous relations, 43% of those surveyed preferred to receive e-mail messages, 49% preferred to receive information from a direct mail piece, 6% preferred telephone, 4% preferred SMS, and only 1% preferred to receive messages on social network sites and IM.

## **Summary**

Personalized communication is a powerful tool for a company trying to sell or promote their services or products. Many studies have shown that the response to personalized communication is higher as compared to a non-personalized piece of information. In this growing marketing trend, Generation Y presents a number of opportunities for companies to sell or promote their products and services, yet there hasn't been significant research done to understand how Gen Y responds to a personalized form of communication. Understanding the factors, if any, that influence Generation Y to respond to marketing messages from companies trying to sell or promote their products or services, can greatly help the industry target this audience more effectively.

The purpose of this research was to help to investigate to see if 18-to-25 year demographics are receiving personalized communication, how frequently they are receiving through various media and what their preferences are for receiving personalized communication from companies promoting their products and services.

## **Chapter 3**

### **Research Questions**

The research was a low-constraint study designed to understand how the 18- to 25-year-old demographic responds to personalized communication. The research was exploratory; therefore, it does not contain a hypothesis to be accepted or rejected using any statistical data analysis. The researcher conducted a survey with 150 students between ages 18 and 25 attempting answer the following questions:

- Is the 18- to 25-year-old demographic receiving personalized communication and how frequently through various media?
- How do they like receiving personalized messages?
- How does this group feel when companies use their personal information to market products or services to them?

## **Chapter 4**

### **Methodology**

The research was based on qualitative analysis aiming to get a better understanding of how the younger demographic (18 to 25 years) responds to personalized communication. The researcher looked at current trends and how personalized communications are being used to target audiences toward certain products or services offered by various industries. Based on observation and literature the researcher developed a set of questions to explore and understand the response to personalized communication from these young people.

#### **Survey Design**

The researcher first developed a set of survey questions based on his objective and the literature review. The researcher then conducted a pilot test study with three groups of students from school of Print Media at Rochester Institute of Technology (RIT) to ensure that the questions were clear and concise as well as to give preliminary feedback on how the participants would respond to the set of the questions that were asked in the survey. Based on the pilot study the researcher made changes in the survey with the feedback received. The researcher conducted two additional pilot studies to design the final survey (see *Appendix I for the survey*). The final survey consisted of eleven questions.



The first part of the survey collected the background information of the participants in the survey. The first three questions gave the researcher basic background information about the participants in the survey.

The second part of the survey introduced the participants to what personalization is with a small introductory paragraph. This ensured that all participants were equally knowledgeable about the term “personalization.” The researcher then asked if they had received two different types of personalized messages: a personalized message with basic information such as name and address, and personalized information based on their gender, personal preference, et cetera.

The third part of the survey consisted of qualitative questions where the participants were asked about how much they like or dislike companies using personalized messages to promote or sell their products and services. A rating scale of 1 to 5 was used where 1 indicated that they liked it a lot and 5 indicated that they didn’t like it at all. An open-ended question, “Why?”, was added to each category to probe for a deeper response from the participants. The responses from the open-ended questions were categorized accordingly during the data analysis.

The final part of the survey included a frequency and preference table. The researcher asked the participants how frequently, and what medium, they preferred for receiving personalized communication pieces from companies

selling or promoting their products and services. A rating scale of 1 to 5 was used to collect the responses, where 1 indicated most frequent and most preferred, and 5 indicated least frequent and least preferred. Also, the researcher asked the participants how frequently they responded to companies selling or promoting their products and services on social networking sites. The results were collected using a rating scale of 1 to 5, where 1 indicated that the respondent responded very frequently to products and services offered on social networking sites, and 5 indicated that they never respond to product offerings on social networking sites.

### **Sample Population**

The researcher conducted paper-based surveys that were completed by 150 students at Rochester Institute of Technology (RIT) in Rochester, New York. The institute has eight different colleges within the campus and about 16,773 students (RIT institutional facts and figures). The students at the RIT campus provided a convenience sample and are considered to be representative of student populace who are between the ages of 18 and 25; henceforth RIT presented a good survey sample for the research.

### **Data Collection**

The researcher used stratified random sampling where the researcher selected all the eight colleges at RIT and then randomly selected six to eight classes from each college to select participants for the survey. The researcher used the RIT course scheduling system to select students from the different

colleges. The researcher selected three to six undergraduate classes from each college; this was done to provide the widest possible range of students from each educational background. The researcher picked only classes scheduled between 9:30am and 3:30pm, which helped ensure that the participants in the survey were mostly students between ages of 18 and 25. The researcher also avoided evening classes and graduate level courses to avoid participants over 25 years old.

The researcher then e-mailed all the professors from the selected classes to request their permission to conduct a 10-15 minute survey during their class period. Seven professors from four different colleges agreed to let the researcher conduct the survey. The researcher also certified and compiled the required human test research IRB form from RIT office of human subject research before conducting the survey.

The researcher approached each group of students in the participating classes with the paper survey. The researcher briefly gave an overview of the research in each participating class and handed out the final survey (see *Appendix I*) to each participating student, along with some samples of personalized printed pieces the researcher had acquired previously. A consent form was also administered with each survey (see *Appendix VII*).

## **Survey Data Analysis Method**

The researcher collected the completed survey from each participant and added the data into a Microsoft Excel spreadsheet to analyze the result. The researcher also used IBM SPSS Statistic software to help analyze the data further. For presenting the data, the survey questions were grouped according to the research objective that was set by the researcher. Also, data presentation of the 1 through 5 rating scale for all the survey questions were collapsed into three segments instead of five. Scale 1–2, 4–5, and 3 were combined separately to represent, respectively:

1. Like a lot, most frequent or preferred method
2. Don't like at all, least frequent or least preferred method
3. Neutral

## **Limitation of the study**

### *Geographic and Population Limitation:*

The researcher conducted an in-person survey at the Rochester Institute of Technology. Due to limited time and response from the professors agreeing to let the researcher use their classes as a study group, the total number of students that participated in the survey was only 150. Also, the researcher conducted the study at RIT, only. The Rochester Institute of Technology has around 16,773 students, (RIT institutional facts and figures), which closely

represents the general demographic of students in North America. The researcher limited the research to this geographic location because of the convenience and the researcher was in Rochester during the research.

#### *In-Depth Study Limitation:*

In the preliminary research study method a focus group study was proposed, which would probe further into finding more detailed information about the responses, but due to limited time for the research the focus group study was skipped and the responses were based only on the paper survey.

#### **Discarded Responses**

The researcher discarded seven surveys out of the 150 surveys that were completed by the participating students at RIT. The researcher did not record any data from those seven surveys, as those participants were not between the ages of 18 and 25. All the results for this research was based on 143 responses.

#### **Sampling Error**

At the 95% confidence level for a population of 150 participants there was a sampling error of +/- 8% based on the statistical sampling equation, where p is the confidence level (p=95) and n is the sample size (n=150).

$$\sqrt{\frac{p(1 - p)}{n}}$$

## Chapter 5

### Results

In this chapter the researcher has presented the data collected based on the research objective and without any personal reflection. Additional findings in the research are also included.

#### Background Information

A part of the survey included basic demographic information from the respondents. The participants were asked to respond with their gender, age, and associated college at the Rochester Institute of Technology. Table 5.1 shows the frequency and percentage of male and female participants who took the survey. From the 143 participants, there were 77 (54%) male and 66 (46%) female.

***Table 5.1 Male and female frequency and percentage***

Gender	Frequency	Percentage
Male	77	53.8%
Female	66	46.2%
Total	143	100%

Among the respondents most of the participants were 20 and 21 years old. Table 5.2 shows the frequency and percentage of participants between ages 18 and 25.

**Table 5.2 Frequency and percentage of participants between 18 and 25**

Age	Frequency	Percentage
18	8	5.6 %
19	20	14.0 %
20	37	25.9 %
21	42	29.4 %
22	22	15.4 %
23	4	2.8 %
24	4	2.8 %
25	6	4.2 %
Total	143	100.0 %

Table 5.3 shows the frequency of participants from the various colleges at the Rochester Institute of Technology (RIT). There are eight colleges within the main campus at RIT. The researcher conducted the survey in classes held in the following four colleges: E. Philip Saunders College of Business, College of Imaging Arts and Sciences, College of Liberal Arts, and B. Thomas Golisano College of Computing and Information Sciences. Although classes were surveyed only from these colleges, the student population in the survey represented all the eight colleges at RIT.

**Table 5.3 Frequency and percentage of participants from different colleges at the Rochester Institute of Technology**

Colleges at RIT	Frequency	Percentage
B. Thomas Golisano College of Computing and Information Sciences	29	20.3 %
College of Applied Science and Technology	15	10.5 %
College of Imaging Arts and Sciences	42	29.4 %
College of Liberal Arts	24	16.8 %
College of Science	1	.7 %
E. Philip Saunders College of Business	25	17.5 %
Kate Gleason College of College of Engineering	3	2.1 %
National Technical Institute for the Deaf	4	2.8 %
Total	143	100%

For this research the researcher did not have any hypothesis or pre-conceived assumptions. The researcher set three primary research questions to explore and understand how the 18- to 25-year-old demographic respond to personalized communication:

Question I: Is the 18- to 25-year-old demographic receiving personalized communication and how frequently through various media?

Question II: How do they like receiving personalized messages?



Question III: How does this group feel when companies use their personal information to market products or services to them?

Data from the survey is presented in this section based on the three questions as previously stated.

### **Question I**

In this section the researcher asked the participants if they had received personalized communication messages, and how frequently had they received though various media from companies selling or promoting their products and services to them. The researcher aggregated the responses from survey questions 4, 5, and 9, and presented the findings in tables 5.4, 5.5 and 5.6.

Table 5.4 represents the data from the responses of the participants who responded that they had received personalized messages based on their name and address from companies selling or promoting their products and services to them.

***Table 5.4 Frequency and percentage of participants who received personalized communication***

Received Personalized Communication Piece	Frequency	Percentage
No	54	37.8 %
Yes	89	62.2 %
Total	143	100.0 %

Of the 143 participants, 62.2% of them had received, and 37.8% had not received, personalized messages from companies promoting or selling their products and services based on name and address.

The researcher also asked the participants if they had received personalized messages based on their gender, personal preferences, and other personal data from companies promoting or selling their products and services.

Table 5.5 shows the number of participants who received personalized information based on gender and personal preferences from companies selling or promoting their products and services. The data from the survey showed that 68.5% of the participants responded that they had not received personalized information based on their personal preferences and gender, where as only 31.5% of the participants had received personalized information based on personal preference and gender.

***Table 5.5 Frequency and percentage of participants who received personalized communication based on gender and personal preferences***

Received Personalized Communication Piece	Frequency	Percentage
No	98	68.5 %
Yes	45	31.5 %
Total	143	100.0 %

The researcher also asked the participants how frequently they received personalized communication pieces from companies that were selling or promoting their products and services to them based on the following categories: printed mail, e-mail, ads on social networking sites, phone, mobile device, and word of mouth. The researcher collected the survey responses based on a scale of 1 to 5, where 1 indicated highest frequency and 5 indicated the lowest frequency. To analyze the data the researcher combined ratings of 1 and 2 as most frequent, ratings of 4 and 5 as least frequent, and a rating of 3 as neutral. Table 5.6 represents percentage of responses for each category.

**Table 5.6 Percentage of participants receiving personalized communication from companies selling or promoting their products and services in various media**

	Highest Frequency	Neutral	Lowest Frequency
Print	32.5%	31.8%	35.7%
E-mail	73.7%	15.4%	10.9%
Social Networking Sites	71.2%	12.8%	16%
Phone	10%	15%	75%
Mobile Device	8.4%	21.7%	69.9%
Word of Mouth	29%	25%	46%

The data from Table 5.6 indicates that the participants who responded to the survey received e-mail most frequently from companies selling or promoting products and services, followed by social networking sites, print, word of mouth, phone, and mobile device, respectively.

## **Question II**

In this section the researcher looked at participants' preferences in the media for receiving personalized communication from companies selling or promoting their products or services. The researcher aggregated the data from survey question 10 and presented the findings in Table 5.7. The response data were based on a scale of 1 to 5, where 1 indicated most preferred and 5

indicated least preferred. To analyze the data the researcher combined ratings of 1 and 2 as most preferred, ratings of 4 and 5 as least preferred, and a rating of 3 as neutral.

***Table 5.7 Percentage of participants preferring to receive personalized communication from companies selling or promoting their products and services in various media***

	Most Preferred	Neutral	Least Preferred
Print	33.8%	14.4%	51.8%
Social Networking Sites	26.1%	21.7%	52.2%
Phone	2.2%	2.9%	95%
Mobile Device	6.4%	5.7%	87.9%
Word of Mouth	25.4%	30.2%	44.4%
E-mail	54.1%	23%	23%

The data from Table 5.7 indicates that the participants who responded in the survey primarily preferred to receive personalized communication from companies selling products or services via e-mail, followed by print and social networking. Phone and Mobile devices were the least preferred method for personalized communication.

### **Question III**

In this section the researcher looked at how 18- to 25-year-olds feel when companies use their personal information to promote their products or services to

them. The researcher aggregated the response from survey questions 6, 7, and 8, and presented the data in this section. Table 5.8 represents the data from the survey where the participants responded regarding their feelings about companies with whom they patronize using their personal information to promote or sell their products and services. The response data were based on a scale of 1 to 5, where 1 indicated most liked and 5 indicated least liked. To analyze the data the researcher combined ratings of 1 and 2 as most liked, ratings of 4 and 5 as least liked, and ratings of 3 as neutral.

***Table 5.8 Frequency and percentage from participants on how much they like receiving personalized recommendations from companies they patronize***

Response	Frequency	Percentage
Like a lot	68	47.6 %
Neutral	53	37.1 %
Don't like at all	22	15.4 %
Total	143	100 %

Table 5.8 indicates that 47.6% of the participants who responded to the survey like when companies they patronize recommend their products or services based on their previous purchasing behavior or their personal preferences. Of the 143 participants 15.4% don't like receiving personalized

recommendations from companies they patronize and 37.1% of the participants were neutral.

The researcher also explored the reason why the participants like or don't like companies they patronize using their personal information to recommend their products and services. Table 5.9 and 5.10 lists the responses from the participants as to why they like or don't like companies they patronize using their personal information to recommend their products and services. The researcher categorized the responses in table 5.9 and 5.10 based on the similar responses in the survey.

***Table 5.9 Frequency and percentage of responses from participants as to why they like companies that they patronize recommending products and services based on their personal information***

Category	Frequency	Percentage
Gives ideas	60	48.00%
Makes it convenient & easier	11	8.80%
Gives feedback	5	4.00%
More selection	3	2.40%
Like	2	1.60%
Miscellaneous	7	5.60%

**Table 5.10 Frequency and percentage of responses from participants as to why they don't like companies that they patronize recommending products and services based on their personal information**

Category	Frequency	Percentage
Ignore	19	15.20%
Annoying	6	4.80%
Not relevant	6	4.80%
Don't like it	4	3.20%
Invasion of privacy	1	0.80%
Redundant	1	0.80%

From the 125 participants who responded to this survey question, 48% responded that the recommendation from the companies they patronize give them new ideas, and also 8.8% of the participants found it to be convenient and easier to shop or look for products based on the recommendations. Also there were approximately 15% of the participants who ignored personalized communication from companies they patronize.

The researcher also asked the participants how they feel when companies they don't patronize recommend their products and services based on their personal information. Table 5.11 represents the data from that question. The response data were based on a scale of 1 to 5, where 1 was rated as most liked,



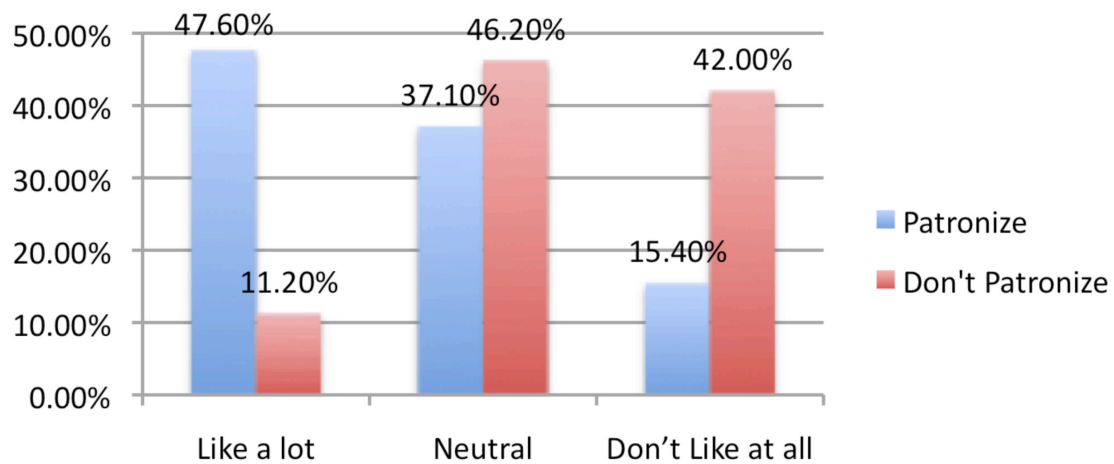
and 5 was rated as least liked. To analyze the data the researcher combined ratings of 1 and 2 as most liked, ratings of 4 and 5 as least liked, and ratings of 3 as neutral.

***Table 5.11 Frequency and percentage from participants on how much they like receiving personalized recommendations from companies they don't patronize***

Their Response	Frequency	Percentage
Like a lot	16	11.2 %
Neutral	66	46.2 %
Don't like at all	60	42.0 %
Total	142	99.3 %

Table 5.11 indicates that 42% of the participants who responded to the survey don't like receiving personalized recommendations from companies they don't patronize, and only 11.2% of them like receiving personalized recommendations from companies they don't patronize.

Figure 5.1 shows a bar graph of how much they like or dislike companies they patronize, and don't patronize, using their personal information to promote their products or services.



*Fig 5.1 Preference between companies research participants patronize and don't patronize for recommending personalized communication*

Based on figure 5.1 the participants are more comfortable with receiving personalized communication from companies they patronize rather than with the ones they don't patronized.

The researcher also explored the reason why the participants liked or didn't like companies they don't patronize to use their personal information to recommend their products and services. Table 5.12 and 5.13 lists the responses to this survey question, which were categorized based on the similar responses in the survey.

**Table 5.12 Frequency and percentage of responses from participants as to why they like companies they don't patronize recommending products and services based on their personal information**

Category	Frequency	Percentage
Gives ideas	24	23.08%
Doesn't matter	22	21.15%
Miscellaneous	2	1.92%

**Table 5.13 Frequency and percentage of responses from participants as to why they don't like companies they don't patronize recommending products and services based on their personal information**

Category	Frequency	Percentage
Don't like	18	17.31%
Invasive	12	11.54%
Not relevant	9	8.65%
Feels annoying	8	7.69%
Uncomfortable	1	2.88%
Scares me	2	1.92%
Ignore	2	1.92%
Weird	1	0.96%
Distracting	1	0.96%

From the 104 participants who responded to the survey question, 23.08% responded that the recommendation from companies they don't patronize gives them ideas about new products, but 17.31% and 11.54% of the participants responded that they didn't like the recommendations, and felt that companies were invading their privacy.

The researcher also asked the participants how they felt when companies use personalized communications to promote their products and services on their bank invoices, utility bills, and statements (transpromotional documents). Table 5.14 represents this data. The response data were based on a scale of 1 to 5, where 1 indicated most liked and 5 indicated least liked. To analyze the data the researcher combined ratings of 1 and 2 as most liked, ratings of 4 and 5 as least liked, and ratings of 3 as neutral.

***Table 5.14 Frequency and percentage of participants who like receiving personalized communications on transpromotional statements***

Their Response	Frequency	Percentage
Like a lot	5	3.5 %
Neutral	24	16.8 %
Don't like at all	112	78.3 %
Total	141	98.6 %

Table 5.14 indicates that 78.3% of the participants don't like receiving personalized communications from companies on their bank and utility statements.

The researcher also explored the reason as to why the participants like or don't like companies using their personal information on bank and utility statements to promote products and services. Table 5.15 lists the participants' responses why they don't like companies using personal information on transpromotional statements, which were categorized, based on similar responses in the survey.

**Table 5.15 Frequency and percentage of responses from participants as to why they don't like companies using personal information to promote products and services on transpromotional statements**

Category	Frequency	Percentage
Don't like	28	22.76%
Invasive	23	18.70%
Distracting	19	15.45%
Annoying	17	13.82%
Inappropriate place	7	5.69%
Doesn't matter	7	5.69%
Does not serve purpose	7	5.69%
Not right time	4	3.25%
Not interested	1	0.81%
Seen as Clutter	1	0.81%
Don't receive transpromo	7	5.69%
Miscellaneous	2	1.63%
	123	100.00%

From the 123 participants who responded to the survey question, 18.7% found it to be invasive, and 15.45% found it to be distracting when companies used personalized communications on bank and utility statements to promote

their products and services. The participants gave comments such as “invasive” and “distractive” to express how they felt when companies use their personal information to promote their products or services on financial statements. Following are some of the responses received from the participants as to why they don’t like companies using personalized communication on transpromotional statements.

“I feel like I am being slapped in the face. I am paying XX dollars to a company, and they are, in turn, making money off my eyes viewing my bill.”

“That’s really rude. I am trying to pay bills, not purchase more stuff.”

### **Other Findings**

The researcher looked at the correlation between frequencies of media received by the 18-to 25-year-old demographic against their media channel preference for receiving personalized information on products and services. Table 5.16 show the frequency and preference correlation data from the survey collected from 143 participants using SPSS statistical analysis software (see appendices V and VI). At a level of significant level of 0.05, the data show a correlation between Print – Print, Social Networking Site – Social Networking Site, Social Networking Site – Phone, Phone – Phone, Phone – Mobile Device, and Word of Mouth – Mobile Device.

**Table 5.16 Correlation between media frequency and media preference between 18- and 25-year-olds**

Preferred media for receiving personalized piece		Print	E-mail	Social Networking Site	Phone	Mobile Device	Word of Mouth
Frequency of receiving personalized communication piece in							
Printed Mail	Pearson Correlation	.213 <sup>*</sup>	-.100	-.083	-.052	-.045	-.073
Social Networking Site	Pearson Correlation	.041	-.036	-.183 <sup>*</sup>	-.101	.119	.290 <sup>**</sup>
Mobile Device	Pearson Correlation	.041	-.122	.325 <sup>**</sup>	.323 <sup>**</sup>	.148	-.076
Word of Mouth	Pearson Correlation	.099	-.117	.319 <sup>**</sup>	.378 <sup>**</sup>	.079	-.027
E-mail	Pearson Correlation	.103	-.038	.170	.212 <sup>*</sup>	.529 <sup>**</sup>	.059
	Pearson Correlation	.130	.069	.006	-.083	.026	-.030



Table 5.17 showed a rank comparison between the frequency with which they receive personalized communication against their preference in receiving personalized communication from companies selling or promoting their products and services.

***Table 5.17 Comparisons between media frequency and media preference***

Ranking	Media Frequency	Media Preference
1	E-mail	E-mail
2	Social Network Site	Word of Mouth
3	Print	Print
4	Word of Mouth	Social Network Site
5	Phone	Mobile Device
6	Mobile Device	Phone

Based on the correlation between the media preference and media frequency, the data shows that the more personalized communication they received through that particular medium, the more comfortable and acceptable the channel of marketing.

The researcher also looked at how the 18- to 25-year-old demographic responds to products or services offered on social networking sites. The response data were based on scale of 1 to 5, where 1 indicated frequently and 5

indicated not at all. To analyze the data the researcher combined ratings of 1 and 2 as frequently, ratings of 4 and 5 as not at all, and ratings of 3 as neutral. From that data presented in Table 5.17, 85.3% of the 143 participants responded that they never or rarely purchase to products or services that are offered on social networking sites.

***Table 5.18 Frequency and percentage of participants who respond to companies promoting their products and services on social networking sites***

Response	Frequency	Percentage
Frequently	3	2.1%
Neutral	18	12.6%
Not at all	122	85.3%
Total	143	100 %

## **Chapter 6**

### **Implications and Recommendations**

This chapter presents a summary of the data presented in Chapter 5 and makes recommendations based on the data gathered from the survey.

The researcher's primary objective was to explore and understand the following three questions:

1. Is the 18- to 25-year-old demographic receiving personalized communication, and how frequently through various media?
2. How do they like receiving personalized messages?
3. How does this group feel when companies use their personal information to market products or services to them?

From the data presented in chapter 5, 18- to 25 year-old demographic are receiving personalized communication from companies promoting or selling their products or services, from the survey 62% of the participants reported they had received personalized communication based on name and addresses where as only 31% of the participants in the survey reported they had received personalized communication based on gender, personal preference and others from companies promoting or selling their products or services. This indicated that companies are targeting this demographic with basic name and address

personalization rather than with personal information like gender, personal preference and others.

Also according to the survey data, 73.7% of the participants reported that they had received personalized communication more frequently through e-mails from companies selling products or services than on social networking sites, printed matter, word of mouth, phone, or mobile device. 54.1% of the participants preferred to receive personalized communication in e-mails as opposed to word of mouth, printed matter, social networking sites, phone, or mobile device. The data indicated the more they receive personalized communication through one medium the more they preferred to receive personalized communication information through that same medium.

The researcher also looked at how comfortable 18- to 25-year-olds are when companies use their personal information to promote their products or services. Based on the results, which included companies they patronize, as well as those they don't patronize, the data indicated that 47.6% of this group like companies they patronize using their personal information to promote their products or services. Only 11.2% of the participants like companies they don't patronize recommending their products or services based on their personal information.

Participants also reported that the personalized recommendations they receive from companies they patronize helped them make purchasing decisions.

For example, a few of the participants said that when they shop at online shopping sites, such as Amazon, for books, Amazon's recommendations for other books similar to the one the participants are looking for leads both to the purchase of the book they are looking for, as well as some of the other recommended books offered by the company. Another example some participants pointed out was that when they are looking for furniture, such as a bed or table, the companies they look at recommend similar items, such as side tables and table lamps, which helps them in their buying decision process. It also makes their shopping experience much easier.

But for companies they don't patronize, most of the participants felt that such recommendations are too invasive, and they are uncomfortable with the information presented to them. Also, a number of participants reported that the recommendations they receive are irrelevant to their preferences.

This attitude towards personalized communications from companies selling or promoting products and services suggested that 18- to 25-year-olds are influenced when products or services are relevant to the products and services they are actually looking for, but when the products and services are not relevant, they tend to ignore or dislike the advertising attempts by these companies. This also suggests that this age group is more influenced when products and services are highly personalized to their preferences from companies they patronize, but not from companies they don't patronize. Also, they don't like receiving

personalized communications selling products and services from companies on their transpromotional statements, whether it's from companies they patronize or not.

There were a number of people in the survey who reported that they had a neutral feeling both for companies they do patronize and those they don't. This indicates that participants felt somewhat comfortable, or the information they receive with their personal information from companies selling their products or services did not, or does not, influence their behavior about liking or disliking their products and services.

## **Summary**

1. The 18- to 25-year-olds are receiving personalized communications from companies promoting and selling products and services, the data showed that 62% received personalized communication based on name and address only where as 31% are receiving based on gender, personal preference and others.
2. The 18- to 25 year-old demographic are receiving personalized communications mostly through e-mail, the data showed that 73.7% of the participants received emails most frequently and 54.1% reported that they prefer e-mail as the media for receiving personalized communications.
3. 47.6% of the participants like receiving personalized recommendations from companies they patronize, but only 11.2% of the participants like

receiving personalized communication from companies they don't patronize.

4. 78.3% of the participants don't like any personalized communication on their financial documents.

## **Implications**

Generation Y presents a great opportunity to various industries selling products or services. Unlike previous generations, this group of young adults have more buying power and has a great influence in the marketplace. Yet marketers are finding it more and more difficult to capture or influence them with their products and services. Traditional industries, such as credit unions, etc., may collapse if the industry is not able to influence these adults with advertising for their products and services. This may also equally affect other industries, such as printing and advertising industries, that serve the credit card companies and credit unions. Marketers need to understand how to reach these young adults and influence them to buy their products and services.

## **Recommendations**

The 18- to 25-year-old demographic is more comfortable with, and more readily accepts, messages from companies they patronize than from companies they don't patronize, hence marketers needs to understand them and make themselves more visible to this demographic.

Also, personalization works, but it has to be more relevant to this demographic. When products or services offered to them are less relevant, this demographic tends to ignore, or even dislike, companies selling them their products and services. This demographic is more interested and influenced when products and services are highly personalized to them from companies they patronize. Companies and marketers also have to understand and respect their personal space.

Academic institutions can also contribute by educating students to understand how the industry and markets use and collect their personal information. For example, if this demographic understood data security they could feel more comfortable about the messages they receive from companies selling or promoting products and services.

### **Agenda for Further Research**

#### *Preference study for design in transpromotional communication*

Transpromotional printing is one of the growing segments in the printing industry, but minimal publically available research has been done in this area. In this research the data indicates that the 18- to 25-year-old demographic doesn't like receiving personalized communication messages selling products or services on transpromotional statements. A study that looks at various designs, messaging techniques, and preferences can help the printing industry identify



possible opportunities, which can help marketers and the financial industry make more productive decisions.

*Preference study for various communication media*

A small segment of this research compared frequency and preference in types of media that the participants received and liked. A study that explores more in-depth details and relations between frequency and preference can help marketers and industries utilize various media to target their audiences more effectively.

## Bibliography

Broudy, D. & Romano, F. (1999). *Personalized & Database Printing*. GAMA.

Broudy, D. & Romano, F. (1999). *An Investigation: Direct Mail Responses based on color, personalization, database, and other factors*. Digital Printing Council.(pp 13 -18)

Caslon & Company (2008). *Response Rate Report: Benchmark information for relevant marketing programs*. [www.podi.org](http://www.podi.org). <http://www.caslon.net/Knowledge-Base/Reports/Response-Rate-Report-1123.html>

Caslon & Company (2009). *PODi Digital Print Case Studies: The Citadel Increases foundation Membership with personalized Incentive and Cross-Media Marketing*. [www.podi.org](http://www.podi.org). <http://www.caslon.net/Case-Studies/Vertical-Markets/Education-Govt/The-Citadel-Increases-Foundation-Membership-with-Personalized-Incentive-and-Cross-Media-Marketing-5808.html>

Dillman, D., Lesser, V., Mason R., Carlson, J., Willits, F., Robertson, R., & Burke, B. (2007). *Personalization of Mail Surveys for General Public and Populations with a Group Identity: Results from Nine studies*. *Rural Sociology*, 72(4), 636-646. Retrieved November 8, 2009, from Platinum Periodicals. (Document ID: 1546693391).

Featherstone, M. (2007, May). *Generation Who, What, Y? Credit Union Magazine*, 73(5), 34-37. Retrieved September 16, 2009, from ABI/INFORM Global. (Document ID: 1266812481).

Greene, J. C. (2008, September). *Survey: Teens, Young Adults more influenced by Direct mail, email marketing than social networking*. [www.audiencedevelopment.com](http://www.audiencedevelopment.com)  
<http://www.audiencedevelopment.com/2008/survey+teens+young+adults+more+influenced+direct+mail+email+marketing+social+networking>

Gorelick, D (2010, July). *Industry? What industry?*. [Americanprinter.com](http://americanprinter.com)  
<http://americanprinter.com/how-to/0701-defining-print-industry/>

Gronbach, K. (2008). *The Age Curve: How to profit from the coming demographic Storm*. New York, NY: Amacom.

Hakan, A. (2007, February). *Want a Good Response Rate? Better Get Personal*. Bank Technology News, 20(2),33. Retrieved November 14, 2009, from ABI/Infom Trade & Industry. (Dcoument ID: 1207901441).

Horovitz, Bruce. (2002, April 22). *Gen Y: A tough crowd to sell ; They like to spend, but they don't like being told on what :[FINAL Edition]*. USA TODAY,p. B.01. Retrieved September 16, 2009, from ProQuest National Newspapers Premier. (Document ID: 115202677).

Joss, M. (2000, February). *Winning with one-to-one marketing*. *Graphic Arts Monthly: I/O: 21st-Century Graphic Communications*,4-6. Retrieved October 15, 2009, from ABI/INFORM Global. (Document ID: 50501311).

Knight, K., (2009). *Survey: UK Consumers don't mind being watched*. Loyalty One. [www.colloquy.com](http://www.colloquy.com). [http://www.colloquy.com/breaking\\_view.asp?uid=6654](http://www.colloquy.com/breaking_view.asp?uid=6654)

Levy, P. (2009). The Quest for Cool. *Marketing News*, 43(3), 6. Retrieved Feb 28, from ABI/INFORM Global database

Neuborne, E. (1999, February). *Generation Y :Today's teens--the biggest bulge since the boomers--may force marketers to toss their old tricks*. Business Week,(3616), 80. Retrieved September 16, 2009, from ABI/INFORM Global. (Document ID: 42653438).

RIT. institutional facts and figures. [www.rit.edu](http://www.rit.edu).  
<http://www.rit.edu/overview/fastfacts.html>

Sorce, P. (2006). *Data Driven Print*. Rochester, NY: RIT Cary Graphic Arts Press.

Stewart, M. (2009). *2009 Channel Preference Study: Courting Your Consumer-Relationship Marketing in a Multi-Channel Environment*. [www.exacttarget.com](http://email.exacttarget.com).  
[http://email.exacttarget.com/Resources/Whitepapers/DownloadPDF.aspx?id=3948\\_ty=1](http://email.exacttarget.com/Resources/Whitepapers/DownloadPDF.aspx?id=3948_ty=1)

Sujamsky, J. R. (2009). *Keeping the Millennials*. Hoboken, NJ: John Wiley & Sons, Inc.

Teletime Video Productions . *Story of Variable Data Printing: Extreme Marketing Success*. [Motion Picture]

Wilson, M & Field, K. (2007, March). *Defining Gen Y*. *Chain Store Age*, 83(3), 35-36,38,40. Retrieved May 13, 2009, from ABI/INFORM Global database.

## References

- Arnold, M. A. (2007). *What Gen Y Wants*. *Credit Union Management*, 30(10), 8.
- Aronoff, R. (2007). *A Marketing Conundrum: How Important Is It to Brand and Market Across Multiple Generations?* CPA Practice Management Forum, 3(4), 5.
- Art, M. M. (2009). *MARKETING TO Generation Y: MESSAGES THAT GET THEIR ATTENTION*. LIMRA's MarketFacts Quarterly, 28(1), 16.
- Atkinson, P. (2008). *MILLENNIALS: Researching the application of demographics to build customer relationships and HR strategy*. *Management Services*, 52(1), 6.
- Baker, T. (2007). *Landing pages: A new wrinkle in target marketing*. *American Agent & Broker*, 79(12), 18.
- Dominiak, M. (2007). 'Millennials' Defying the Old Models. *TelevisionWeek*, 26(19), 68.
- Esler, B. (2007). *What We Should Do About Printing Industry's Career Crisis*. *Graphic Arts Monthly*, 79(10), 4.
- Harfoush, R. (2009). *Yes we did: An inside look at how social media built the Obama Brand*. Berkeley, CA: New Riders.
- Hoffman, K. E. (2007). *Banking on the Future with Generation Y*. *Banking Strategies*, 83(6), 36.
- Joss, R. (2007). *Targeting the Young Market? the Answer May Be Within*. *Credit Union Management*, 30(8), 12.
- Kilgore, P. (2006). *Personalization Provides a Winning Hand for Borgata*. *Printing News*, 157(24)
- Ryan, D., & Jones, C. (2009). *Understanding Digital Marketing*. Philadelphia: Kogan Page Limited.
- Sorce, P., & Pellow, B. (2003). *Demand for Customized Communications by Advertising Agencies and Marketing Executives*. RIT Printing Industry Center. Rochester: RIT Printing Industry Center.
- Tulan, B. (2009). *Not Everyone gets a trophy*. San Francisco: Jossey-Bass.

## Appendix I

This study involves research into the use of personalized communication and how the young demographic respond to the personalized communication when companies are promoting their product and services. This study is a part of graduation completion requirement.

The study is expected to add to the field of knowledge by providing valuable insights about the way the young demographic respond to the personalized communication. The printing industry can benefit from this study by helping their clients to target to the young demographic more effectively.

The survey should take about 10-15 minutes to answer.

### **Informed Consent**

**Please read the following information and answer the informed consent question at the bottom of the page:**

We will ask you to answer a variety of questions regarding personalized communication. During the survey, you have the option to edit the information that you provide. The session may be recorded.

No personally identifiable information will be collected. However, you will be asked to provide your gender, age and college major. All information will remain strictly confidential. The information collected in this survey is strictly for research purposes, and will not be given out or sold to any other party.

Access to the data is restricted to the primary researchers. Aggregate data from the study will be published in a Thesis.

There are no foreseeable risks or discomfort that will be experienced as a result of participating in the survey. Participation is entirely voluntary. At any time, you may express your desire to end your participation in the survey and discussion.

If you have any questions or concerns about the survey, you may contact Suyog Pradhan principal investigator of the study, at (301) 302-6443, [sxp6906@rit.edu](mailto:sxp6906@rit.edu). If you have any questions about your rights as a research subject, please contact the RIT Human Subject Research Office at (585) 475-7673.

Thank you for your participation.

**I have read the information above and attest that I am willing and able to take the survey:**

**Please circle one:**

Yes

No

## Appendix I

### Personalized Communication Survey

1. What is your gender? ☐ Male ☐ Female

2. How old are you ? \_\_\_\_\_

3. Which college do you belong to? \_\_\_\_\_

Personalized communication is a customized message based upon stored preferences, needs or potential value of a customer (Sorce, 2006). The messages and the offerings in these communications are generated based upon your preferences, your shopping patterns or other information relating to you.

4. Have you received personalized piece (see Image 1) from a company selling you products or services?

☐ Yes ☐ No If **Yes** how many have you received in a year? \_\_\_\_\_



5. Have you received personalized piece based on your gender, personal preferences and others (Married, Single, Family)? (see Image 2) ☐ Yes ☐ No If **Yes** how many have you received in a year? \_\_\_\_\_



Image 2

## Appendix I

6. Image 3 is a page from Amazon. How much do you like companies **you patronize** recommend their products or services based on your previous purchasing behaviors? (see Image 3)  
(please circle one of the following scale of 1–5 where 1 being you like a lot and being 5 being you don't like at all)

Like a lot                      Don't Like at all  
1                      2                      3                      4                      5

Give a reason for your answer Why?

---

---

---

---

---

---

---

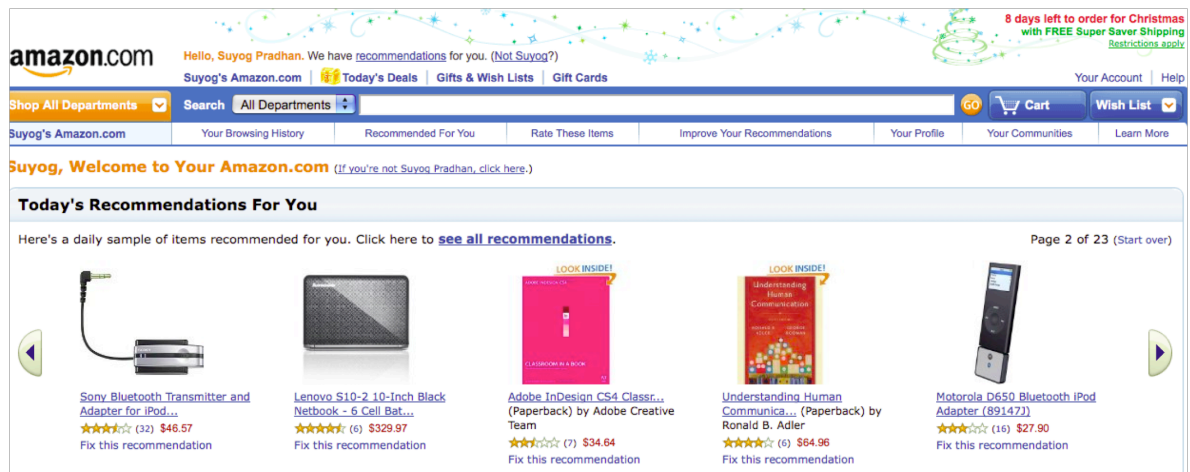


Image 3

7. How much do you like companies **you don't patronize** recommend their products or services based on other previous purchasing behaviors? (see Image 3)  
(please circle one of the following scale of 1–5 where 1 being you prefer most and being 5 being you prefer least)

Like a lot                      Don't Like at all  
1                      2                      3                      4                      5

Give a reason for your answer Why?

---

---

---

---

---

---

---

## Appendix I

8. Do you like companies offering you their products or services directly on your bank, phone or utility statements?  
(see Image 4)  
(please circle one of the following scale of 1–5 where 1 being you prefer most and being 5 being you prefer least)

Like a lot

Don't like at all

1 2 3 4 5

Give a reason for your answer Why?



Image 4

9. How frequently have you received personalized communication pieces from companies selling you products and services?  
(please circle one of the following scale of 1–5 where 1 being you most frequent and being 5 being you least frequent)

Most Frequent

Least Frequent

Printed Mail	1	2	3	4	5	Don't know	Don't Receive
Email	1	2	3	4	5	Don't know	Don't Receive
Ads on Social Network site	1	2	3	4	5	Don't know	Don't Receive
Phone	1	2	3	4	5	Don't know	Don't Receive
Mobile	1	2	3	4	5	Don't know	Don't Receive
Word of mouth	1	2	3	4	5	Don't know	Don't Receive
Other	1	2	3	4	5	Don't know	Don't Receive



## Appendix I

10. What is your media preference for receiving information about products or services from companies selling you products and services ?  
(1 being the most preferred and 5 being the least preferred method)

	Most preferred			Least preferred	
Printed Mail	1	2	3	4	5
Email	1	2	3	4	5
Ads on Social Network site	1	2	3	4	5
Phone	1	2	3	4	5
Mobile	1	2	3	4	5
Word of mouth	1	2	3	4	5
Other	1	2	3	4	5

- 
11. How frequently do you respond to a company that is selling, promoting their products or services on social networking sites?  
(please circle one of the following scale of 1–5 where 1 being you most frequent and being 5 being you least frequent)

Very Frequently			Never	
1	2	3	4	5

## Appendix II

***Cross tabulation of participants who have received personalized information against participants who like or don't like receiving personalized recommendation from companies they don't patronize***

		Do you like or don't like receiving recommendation from companies you don't patronize?			Total
		Like a lot	Neutral	Don't Like	
Have you received personalized piece	No	5	29	20	54
	Yes	11	37	40	88
Total		16	66	60	142

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.852 <sup>a</sup>	2	.396
Likelihood Ratio	1.854	2	.396
N of Valid Cases	142		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.08.

### Appendix III

***Cross tabulation of participants who have received personalized information against participants who like or don't like receiving personalized recommendation from companies they patronize***

		Do you like or don't like receiving recommendation from companies you patronize?			Total
		Like a lot	Neutral	Don't Like	
Have you received personalized piece	No	22	23	9	54
	Yes	46	30	13	89
Total		68	53	22	143

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.655 <sup>a</sup>	2	.437
Likelihood Ratio	1.660	2	.436
N of Valid Cases	143		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.08.

## Appendix IV

***Cross tabulation of participants who have received personalized information against participants who like or don't like receiving personalized recommendation from companies they patronize***

		Have you received personalized piece based on your personal preference, and others		Total
		No	Yes	
Do you like or don't like receiving product or service offering on your statement?	Like a lot	4	1	5
	Neutral	16	8	24
	Don't Like	77	35	112
Total		97	44	141

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.343 <sup>a</sup>	2	.842
Likelihood Ratio	.368	2	.832
N of Valid Cases	141		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.56.

## Appendix V

### *Cross tabulation of participants who have received personalized*

Preferred media in receiving personalized piece		Print	Email	Social Network Site
Frequency of receiving personalized communication piece in				
Printed mail	Pearson Correlation	.213 <sup>*</sup>	-.100	-.073
	Sig. (2-tailed)	.013	.246	.398
	N	136	137	135
Social Network Site	Pearson Correlation	.041	-.036	.290 <sup>**</sup>
	Sig. (2-tailed)	.647	.688	.001
	N	129	130	129
Phone	Pearson Correlation	.041	-.122	-.076
	Sig. (2-tailed)	.643	.164	.391
	N	131	132	130
Mobile	Pearson Correlation	.099	-.117	-.027
	Sig. (2-tailed)	.257	.181	.761
	N	132	133	131
Word of Mouth	Pearson Correlation	.103	-.038	.059
	Sig. (2-tailed)	.263	.680	.526
	N	119	120	118
Email	Pearson Correlation	.130	.069	-.030
	Sig. (2-tailed)	.129	.418	.724
	N	138	139	137

## Appendix VI

### *Cross tabulation of participants who have received personalized*

Preferred media in receiving personalized piece		Phone	Mobile	Word of Mouth
Frequency of receiving personalized communication piece in				
Printed mail	Pearson Correlation	-.083	-.052	-.045
	Sig. (2-tailed)	.337	.545	.606
	N	136	137	137
Social Network Site	Pearson Correlation	-.183*	-.101	.119
	Sig. (2-tailed)	.038	.251	.178
	N	129	130	130
Phone	Pearson Correlation	.325**	.323**	.148
	Sig. (2-tailed)	.000	.000	.091
	N	132	132	132
Mobile	Pearson Correlation	.319**	.378**	.079
	Sig. (2-tailed)	.000	.000	.366
	N	132	133	133
Word of Mouth	Pearson Correlation	.170	.212*	.529**
	Sig. (2-tailed)	.064	.020	.000
	N	119	120	120
Email	Pearson Correlation	.006	-.083	.026
	Sig. (2-tailed)	.945	.331	.759
	N	138	139	139

## **Appendix VII**

### ***Consent form***

This study involves research into the use of personalized communication and how the young demographic respond to the personalized communication when companies are promoting their product and services. This study is a part of graduation completion requirement.

The study is expected to add to the field of knowledge by providing valuable insights about the way the young demographic respond to the personalized communication. The printing industry can benefit from this study by helping their clients to target to the young demographic more effectively.

The survey should take about 10-15 minutes to answer.

#### **Informed Consent**

**Please read the following information and answer the informed consent question at the bottom of the page:**

We will ask you to answer a variety of questions regarding personalized communication. During the survey, you have the option to edit the information that you provide. The session may be recorded.

No personally identifiable information will be collected. However, you will be asked to provide your gender, age and college major. All information will remain strictly confidential. The information collected in this survey is strictly for research purposes, and will not be given out or sold to any other party.

Access to the data is restricted to the primary researchers. Aggregate data from the study will be published in a Thesis.

There are no foreseeable risks or discomfort that will be experienced as a result of participating in the survey. Participation is entirely voluntary. At any time, you may express your desire to end your participation in the survey and discussion.

If you have any questions or concerns about the survey, you may contact Suyog Pradhan principal investigator of the study, at (301) 302-6443, [sxp6906@rit.edu](mailto:sxp6906@rit.edu). If you have any questions about your rights as a research subject, please contact the RIT Human Subject Research Office at (585) 475-7673.

Thank you for your participation.

**I have read the information above and attest that I am willing and able to take the survey:**

**Please circle one:**

Yes

No